

27 July 1983

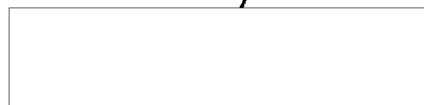
NOTE FOR: Director, Office of Medical Services

FROM: Executive Assistant to the DDCI

Dr. Ingram,

I highlighted your session with the Executive Committee on the Alcohol Program for the DDCI. He was pleased to hear that we appear to be on the right track. He showed the literature that you handed out to his "outside consultant" who thought those at Tab A were excellent. She suggested, however, that those at Tab B would not be effective. Alcoholics would not relate to cartoon figures and would indeed use them as an excuse not to pay attention to these messages. Those showing real people however, as mentioned, would be most effective. You might want to consider not using those at Tab B.

thax,



STAT

Attachments

cc: DDA w/o atts
ExDir w/o atts

✓EA/DDCI

